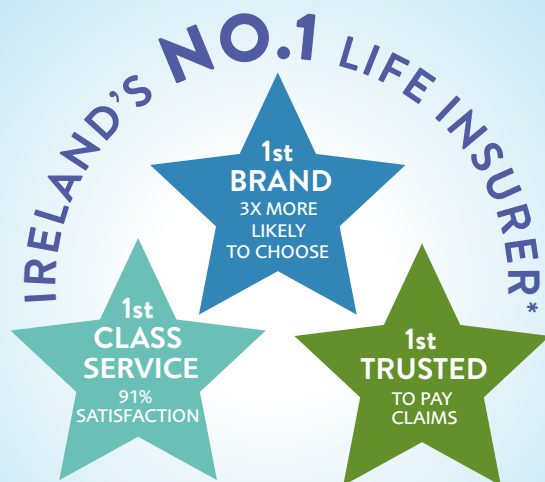


Irish people and claims

Irish people believe only **51%** of life insurance claims overall are paid on average. At Irish Life we paid **95%** of our Life Insurance and Specified Illness cover claims in 2017. We've uncovered some interesting insights ... *here's what's been said.*



*Irish Life is number 1 based on market share 2017. Trust in claims - Coyne Research 2017, Brand preferred versus our nearest competitor - Red C 2017, 91% Satisfaction for protection new business 2017.

Expected cost OF LIFE INSURANCE - DOUBLE THE REAL COST

Irish Adults aged 24 – 44 expect to pay **€32 A MONTH** for €100,000 Life Insurance plan...

COVER AMOUNT	TERM	AGE	PRICE
€100,000 Term Life Insurance	20 years	39	€15.40 a month for a non-smoker in good health.



Use of LIFE INSURANCE LUMP SUM



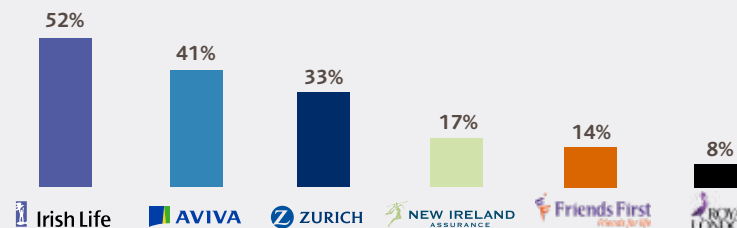
Perceptions ON CLAIMS PAID IS VERY LOW

People think only **51%** on average of life insurance claims overall are paid.

Irish Life pay a lot more

95% of Life and Specified Illness cover claims paid in 2017.

Most trusted TO PAY CLAIMS



Let's work together to cover Ireland

Irish Life

Source of research: Coyne Research December 2017 based on 1,000 adults. Irish Life Assurance plc is regulated by the Central Bank of Ireland.